

IN THE SPECIFICATION:

Please amend the specification as follows:

On page 2-3, paragraph [0005] of the substitute specification, please amend the last partial paragraph on page 2 and extending to the first partial paragraph on page 3, as follows:

[0005] The present invention is a unique Internet search engine and marketing model. Specifically, a customer accesses or is delivered a web page with her computer or other online ~~device~~ device. She either types or inputs in some way onto that web page 1) a brand name and 2) a product category (optional) and is returned a page with a company's URL address and link to the actual brand site. In its most basic terms this web application is an exclusive but all inclusive search engine for the top infinite number of brand name companies. It can also be thought of as a brand cybermall where customers can find the brand company they want to shop and be navigated to their front door. It is not an online transactional commerce site itself, but rather it delivers shoppers to the brand name commerce site where the actual purchase would transpire.

On page 4-5, paragraph [0009] of the substitute specification, please amend the last partial paragraph on page 4 and extending to the first partial paragraph on page 5, as follows:

[0009] The primary objective of this invention is to inform the end-user of a brand company's URL, although other compelling value added benefits will be explored and offered later on after the initial introduction of the service. This is a request for a patent for a unique Internet search engine and marketing model. Specifically, a customer accesses or is delivered a web page with her computer or other online device. She either types or inputs in some way onto that web page 1) a brand name and 2) a product category (optional) and is returned a page with a company's URL address and link to the actual brand site. In essence this returned page acts like a jump page to the company's homepage. In its most basic terms this web application is an exclusive but all inclusive search engine for all the top infinite number of brand name companies. It can also be thought of as a brand cybermall where customers can find the brand company they want to shop and be navigated to their front door. It is not an online transactional commerce site itself, but rather it delivers shoppers to the brand name commerce site where the actual purchase would transpire.